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Startup Checklist

[Document subtitle]

[Author name]

[COMPANY NAME]

Business Planning

- ☐ Develop a comprehensive business plan.
- ☐ Conduct market research.
- ☐ Identify your target market.
- ☐ Analyse competitors.
- ☐ Define your unique selling proposition (USP).
- ☐ Set short-term and long-term business goals.
- ☐ Establish key performance indicators (KPIs).

Legal Requirements

- ☐ Choose a business structure.
- ☐ Register your business name.
- ☐ Obtain necessary business licenses and permits.
- ☐ Apply for an Employer Identification Number (EIN) or equivalent.
- ☐ Open a business bank account.
- ☐ Secure appropriate business insurance.

Financial Planning

- ☐ Determine your start-up costs.
- ☐ Create a detailed budget.
- ☐ Develop a pricing strategy.
- ☐ Set up accounting and bookkeeping systems.
- ☐ Prepare financial projections.
- ☐ Explore funding options (e.g., loans, investors, grants).

Product/Service Development

- ☐ Finalise product/service offerings.
- ☐ Conduct product testing and quality assurance.
- ☐ Develop a pricing model.
- ☐ Establish supplier and vendor relationships.
- ☐ Create a product/service launch plan.

Branding and Marketing

- ☐ Develop a brand identity (name, logo, tagline).
- ☐ Create a marketing plan.
- ☐ Build a company website.
- ☐ Set up social media profiles.
- ☐ Design marketing materials (business cards, brochures, etc.).

Operations and Management

- ☐ Plan and execute a launch event or campaign.
- ☐ Establish a business location (office, retail space, etc.).
- ☐ Set up necessary technology and equipment.
- ☐ Develop operational workflows and processes.
- ☐ Create a customer service plan.
- ☐ Hire and train staff.
- ☐ Develop employee policies and procedures.

Compliance and Risk Management

- ☐ Understand and comply with tax requirements.
- ☐ Implement data protection and privacy measures.
- ☐ Develop a health and safety policy.
- ☐ Create a risk management plan.
- ☐ Establish contingency plans for potential disruptions.

Sales and Distribution

- ☐ Define your sales strategy.
- ☐ Identify sales channels.
- ☐ Setup a sales tracking system.
- ☐ Train your sales team.
- ☐ Develop a distribution plan.

Launch and Growth

- ☐ Execute your marketing and launch plan.
- ☐ Monitor and adjust your business strategies as needed.
- ☐ Gather customer feedback and make improvements.
- ☐ Focus on customer retention and loyalty programs.
- ☐ Plan for business expansion and scaling.



Marketing plan template from marketresearcher.ai